



Business Consulting Opportunities with UOB-SMU AEI

Project 465/FY17

Brief Company Profile

The company operates an Italian-franchised café located in downtown Singapore.

Objective of the consulting project

The franchised brand itself has a long history and is one of Italy's most ancient coffee maker. The café itself has most things in place - brand story, good product offerings, nice ambience, setup, etc. So, the burning question now is, what's next? It would like to unravel what are the unmet needs of its customers, both potential and current.

Project work required (not restricted and not limited to)

- Environmental analysis on the market trends, how café-goers perceive the café and its mission, competitive scanning, etc
- Upon data collected, identify where are the fall-short points
- Recommend suitable strategies (suggestions only):
 - Strengthening its brand story
 - Review current market positioning
 - Explore various marketing channel
 - Review of current products offering
 - Customer experience enhancement

Student Requirements

- **3-member** team with at least one senior student

The team will be mentored by a [project advisor](#).

More Information

Start Date: ASAP

Duration of project: 12-14 weeks

Stipend: \$3000 per team (excluding incidental expenses incurred during the course of the project)

Working hours: Flexible working hours

Internship filing: Up to 10 weeks